

PROGRAMME AGENDA

12:00 - 12:15 AEDT	9:00 - 9:15 SGT	<p>KEYNOTE SESSION WELCOME ADDRESS: TAPPING INTO THE ACTION ECONOMY FAIRIL YEO, SVP, APAC</p>		
12:15 - 13:00 AEDT	9:15 - 10:00 SGT	<p>CREATIVITY SESSION STRATEGIES TO CUT THROUGH THE CUTTER MARK TAY, HEAD OF CONTENT</p>	<p>ECOSYSTEM SESSION MARKETING IN THE MULTIVERSE KESO KENDALL, HEAD OF REGIONAL STRATEGIC ACCOUNTS, APAC, AND DAVID LOUGHNAN, UNBND</p>	<p>COMMERCE SESSION THE PROMISE OF COMMERCE: AN AUDIENCE INSIGHT FRAZER SAKYI, BUSINESS DEVELOPMENT MANAGER, STATISTA</p>
13:00 - 14:00 AEDT	10:00 - 11:00 SGT	<p>KEYNOTE SESSION LINKEDIN - B2B ISN'T BORING, IT'S BRILLIANT JOLENE SNG & ELAINE TAN</p>		
14:00 - 14:45 AEDT	11:00 - 11:45 SGT	<p>CREATIVITY SESSION BUILDING A SONIC EXPERIENCE JAMES MORT, CREATIVE EXECUTIVE, APAC</p>	<p>ECOSYSTEM SESSION DEVELOPING YOUR GREEN COMMUNICATIONS AGENDA JENNIFER GREATREX, CLIENT ENGAGEMENT DIRECTOR</p>	<p>COMMERCE SESSION INSTANT AND FRICTIONLESS PAYMENT ANYWHERE IN THE WORLD JULIE BOLAN, HEAD OF BUSINESS INNOVATION, OCEANIA, AT SWIFT</p>
14:45 - 15:45 AEDT	11:45 - 12:45 SGT	<p>KEYNOTE SESSION GOOGLE - TARA YOON, HEAD OF PARTNER PERFORMANCE, CHANNEL SALES, SEA</p>		